



**profetum.com**

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# **From Classifieds to Startup Studio: How Bakeca.it leveraged traffic to build new Verticals (Profetum.com case)**

**DMA Conference**

**Zurich, 20th Nov 2025**

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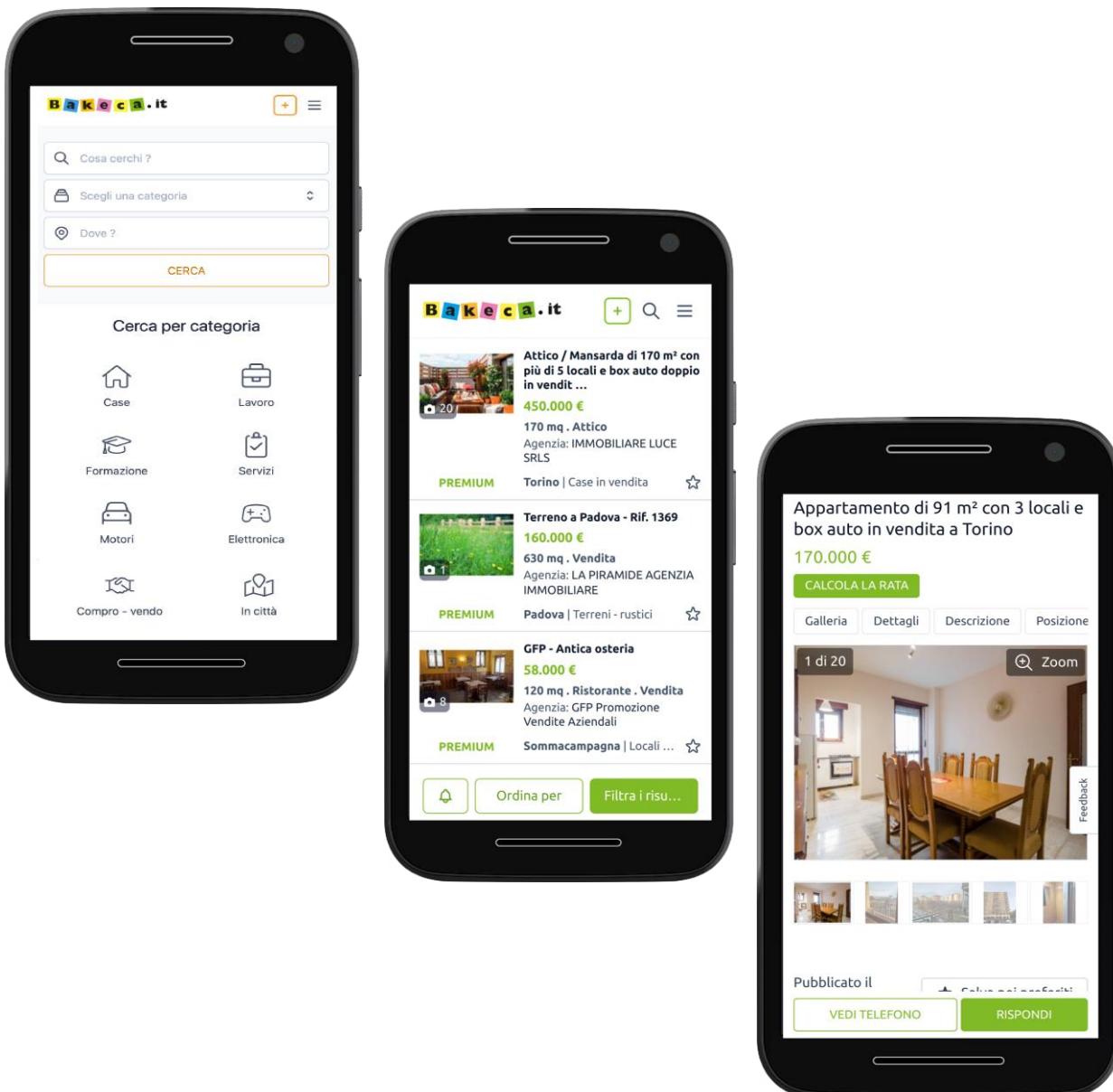
Profetum.com

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[Linkedin](#)

# Bakeca.it: company overview

- Founded in 2005: 1<sup>st</sup> Italian classified (happy 20<sup>th</sup> birthday this year!)
- 4 million monthly unique visitors
- 2 million active ads
- Most recognized verticals: Jobs, Real Estate, Services



# The challenges for horizontal classifieds we were facing in 2022

- High organic traffic across many categories, but under-monetization:** Bakeca attracts millions of visitors in various segments, but not all of this traffic converts to revenue since “one-size-fits-all” site design limits the ability to charge for services
- Generalist UX dilutes value:** Without specialized experiences or tailored monetization models, users can browse but can’t transact

← Seleziona una categoria

FORMAZIONE

Master e formazione manageriale

Corsi e formazione professionale

Corsi di lingua e lezioni

Cinema danza musica teatro e sport

[Tutto formazione](#)

COMPRO - VENDO

Arredamento casa - ufficio

Cucina - elettrodomestici

Abbigliamento

Calzature - borse - accessori

Articoli per bambini

Musica - film

Libri - dispense - fumetti

Biglietti

Sport - tempo libero

Biciclette

Strumenti musicali

Antiquariato - collezionismo

Altri articoli

Sexy shop

[Tutto compro - vendo](#)

ELETTRONICA

Audio

← Seleziona una categoria

IN CITTÀ

Amore e incontri

Eventi - feste

Gruppi musicali - gruppi sportivi

Associazioni - attività culturali

Sconti e offerte di quartiere

Perduti - trovati

Volontariato

Animali

[Tutto in città](#)

SERVIZI

Traduzioni

Baby sitter - colf - assistenza

Artigiani - ristrutturazioni

Traslochi - trasporti - taxi

Assistenza elettronica - consulenza web

Organizzazione eventi - matrimoni

Franchising

Consulenti professionali

Astrologia - cartomanzia

Massaggi - benessere

[Tutto servizi](#)

MOTORI

Auto

← Seleziona una categoria

CASE

Cerco camera in affitto

Cerco casa in affitto

Offro camera in affitto

Offro casa in affitto

Case in vendita

Terreni - rustici

Capannoni - magazzini

Locali e attività commerciali

Box - garage

Nuove costruzioni

Case vacanza - bed & breakfast

Case vacanza all'estero

[Tutto case](#)

LAVORO

Acquisti - logistica - trasporti

Amministrazione - contabilità - risorse umane

Animazione turistica

Architetti - geometri - disegnatori industriali

Bar - ristorazione - attività alberghiere

Commessi - cassieri - responsabili di negozio

Customer service - call center

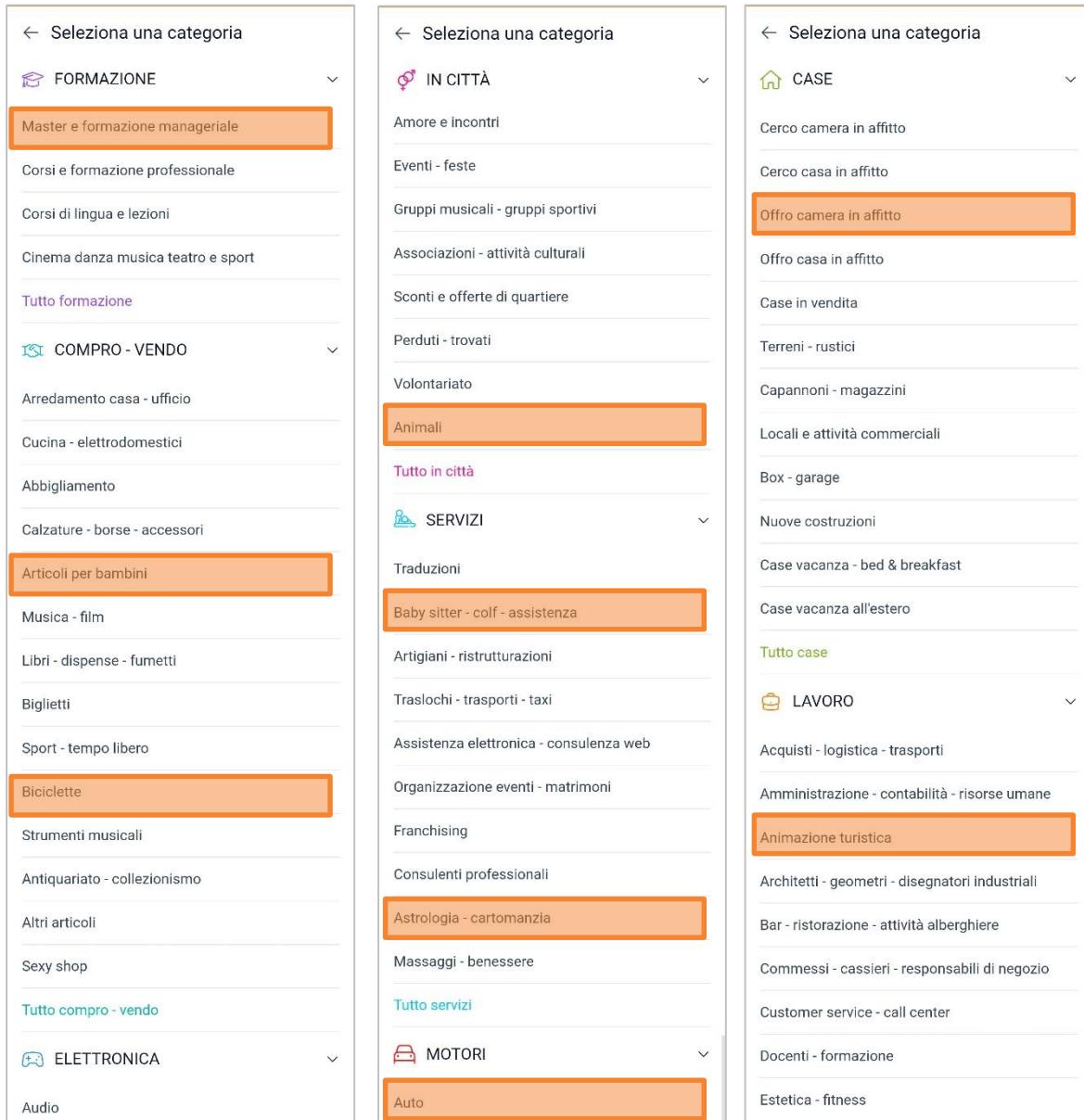
Docenti - formazione

Estetica - fitness

# The strategic shift in 2023

- From horizontal marketplace to vertical startup studio:** Evolving from a general classifieds platform to a collection of specialized businesses, while keeping Bakeca.it at the center of the new eco-system
- New strategy: launch dedicated sites/apps** with separate brands us to better serve customers in each category
- Goal:** higher profitability and international scalability

## Bakeca.it categories with high traffic and low monetization



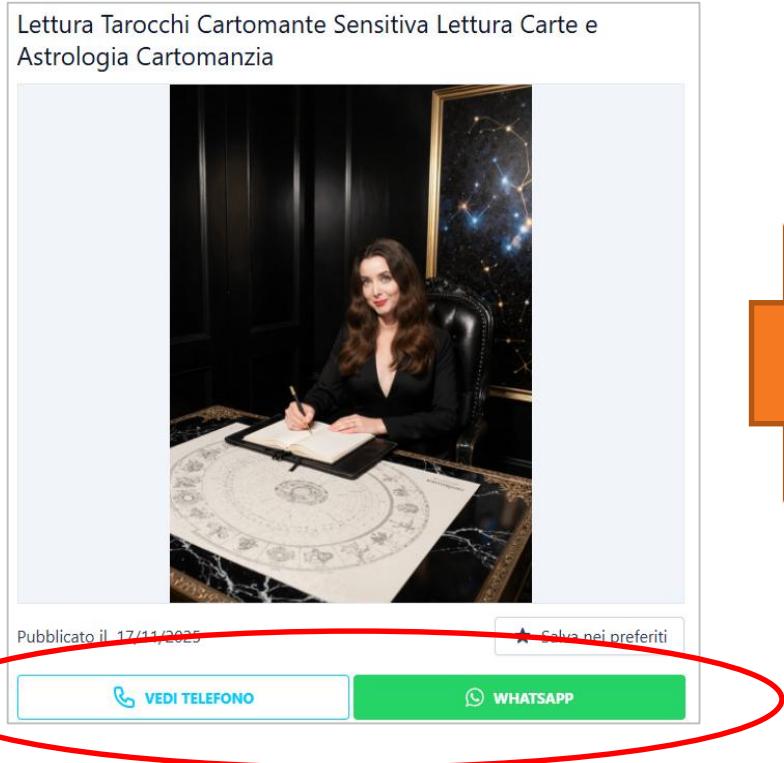
The following table summarizes the high-traffic, low-monetization categories highlighted in the screenshots:

Category Group	Category	Sub-category (highlighted)	
FORMAZIONE	Master e formazione manageriale		
	Corsi e formazione professionale		
	Corsi di lingua e lezioni		
	Cinema danza musica teatro e sport		
	Tutto formazione		
	COMPRO - VENDO	Arredamento casa - ufficio	
		Cucina - elettrodomestici	
		Abbigliamento	
		Calzature - borse - accessori	
		Articoli per bambini	
Musica - film			
Libri - dispense - fumetti			
Biglietti			
Sport - tempo libero			
Biciclette			
ELETTRONICA	Strumenti musicali		
	Antiquariato - collezionismo		
	Altri articoli		
	Sexy shop		
	Tutto compro - vendo		
	MOTORI	Astrologia - cartomanzia	
		Massaggi - benessere	
	CASE	Tutto servizi	
		MOTORI	
		Auto	
CASE			
Cerco camera in affitto			
Cerco casa in affitto			
Offro camera in affitto			
Offro casa in affitto			
Case in vendita			
Terreni - rustici			
LAVORO	Capannoni - magazzini		
	Locali e attività commerciali		
	Box - garage		
	Nuove costruzioni		
	Case vacanza - bed & breakfast		
	Case vacanza all'estero		
	Tutto case		
	Acquisti - logistica - trasporti		
	Amministrazione - contabilità - risorse umane		
	Animazione turistica		
SERVIZI	Artigiani - ristrutturazioni		
	Traslochi - trasporti - taxi		
	Assistenza elettronica - consulenza web		
	Organizzazione eventi - matrimoni		
	Franchising		
	Consulenti professionali		
	Astrologia - cartomanzia		
	Massaggi - benessere		
	Tutto servizi		
	MOTORI		

# For each category (high traffic / low monetization), we identified the top performing market players and models

- **Example: Astrology & cartomancy traffic is uncaptured:** Users interested in astrology services visit Bakeca but then leave (phone, wapp) to complete a purchase elsewhere

## Bakeca.it



Lettura Tarocchi Cartomante Sensitiva Lettura Carte e Astrologia Cartomanzia

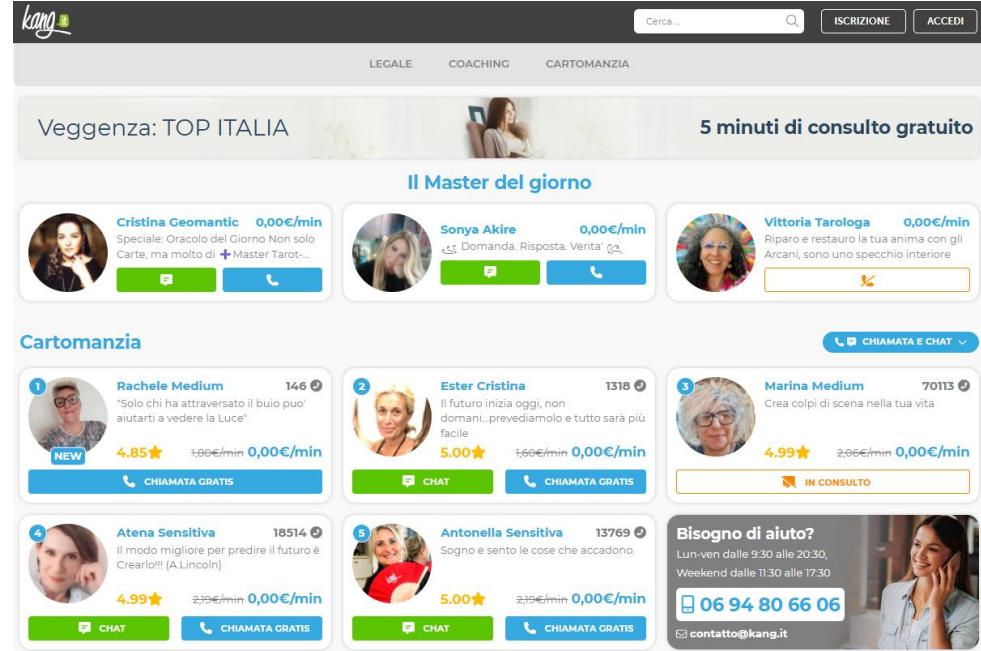
Pubblicato il 17/11/2025

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## Vertical competitors transaction model



Veggenza: TOP ITALIA 5 minuti di consulto gratuito

**Il Master del giorno**

- Cristina Geomantic 0,00€/min
- Sonya Akire 0,00€/min
- Vittoria Tarologa 0,00€/min

**Cartomanzia**

- Rachele Medium 146 NEW 4,85★ 1,00€/min 0,00€/min CHIAMATA GRATIS
- Ester Cristina 1318 5,00★ 1,00€/min 0,00€/min CHIAMATA GRATIS
- Marina Medium 70113 4,99★ 2,00€/min 0,00€/min IN CONSULTO
- Atena Sensitiva 18514 4,99★ 2,00€/min 0,00€/min CHIAMATA GRATIS
- Antonella Sensitiva 13769 5,00★ 2,00€/min 0,00€/min CHIAMATA GRATIS

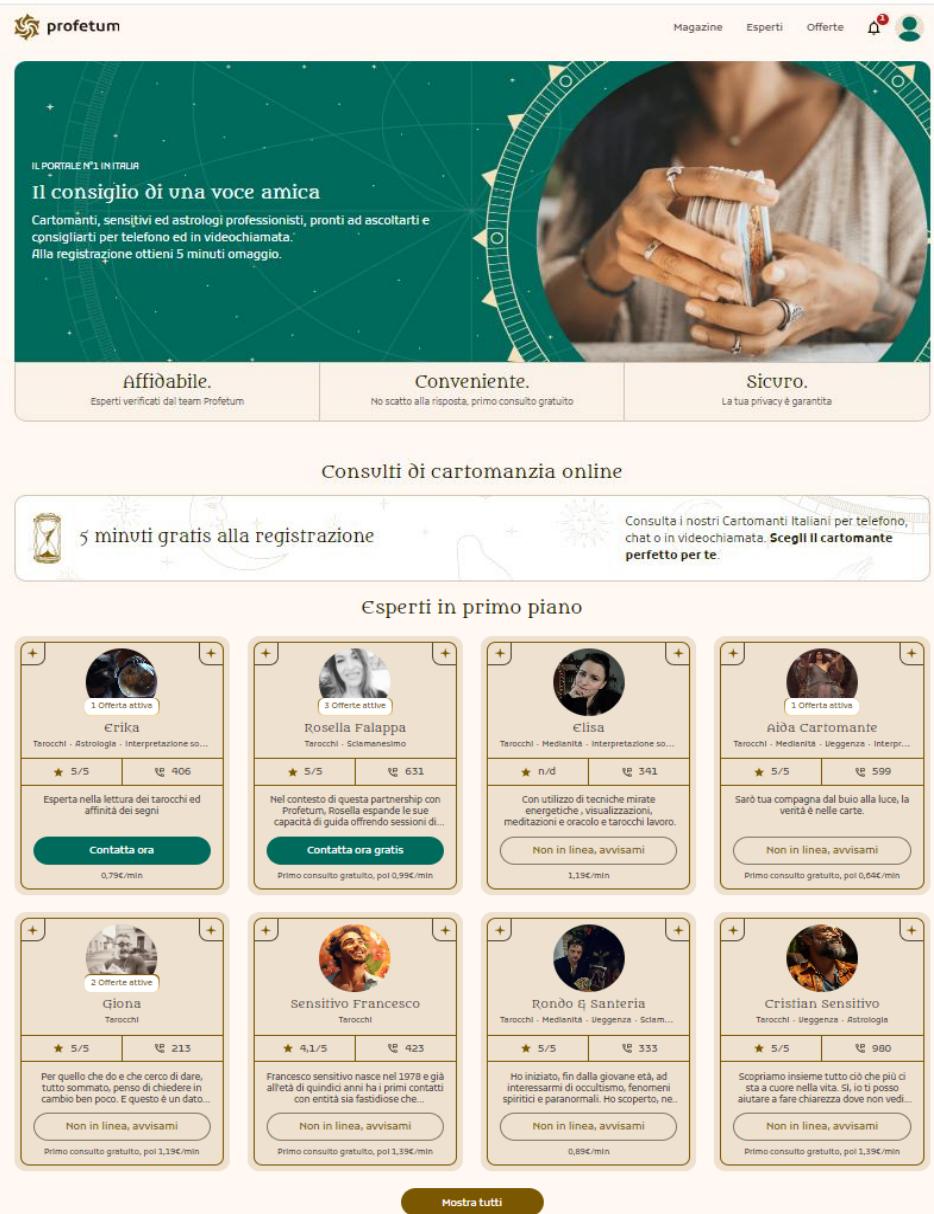
**Bisogno di aiuto?** Lun-ven dalle 9:30 alle 20:30, Weekend dalle 11:30 alle 17:30 **06 94 80 66 06** [contatto@kang.it](mailto:contatto@kang.it)

- **Criteria for selecting the right Verticals:**
  1. **High organic traffic** → ability to redirect part of the user base without additional marketing costs
  2. **Low monetization** → minimizes the risk of revenue cannibalization
  3. **Commercial synergies with Bakeca.it** → leverage the existing sales force for potential cross-selling opportunities
  4. **Scalable** model with **international** growth potential

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- **IT Strategy:**
  - **No technical integration** with Bakeca.it: each vertical operates as an independent startup-style service
  - **Keep costs as variable as possible:** in phase 1 (PoC), rely on external IT providers or strategic technology partnerships

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- **Startup studio logic: Launch → traction → spin-off**
  - **Each vertical is incubated under Bakeca**, tested, and then spun off as a separate entity once it achieves product-market fit
  - **New companies can attract investors:** Spin-offs must be structured to be fundable stand-alone businesses

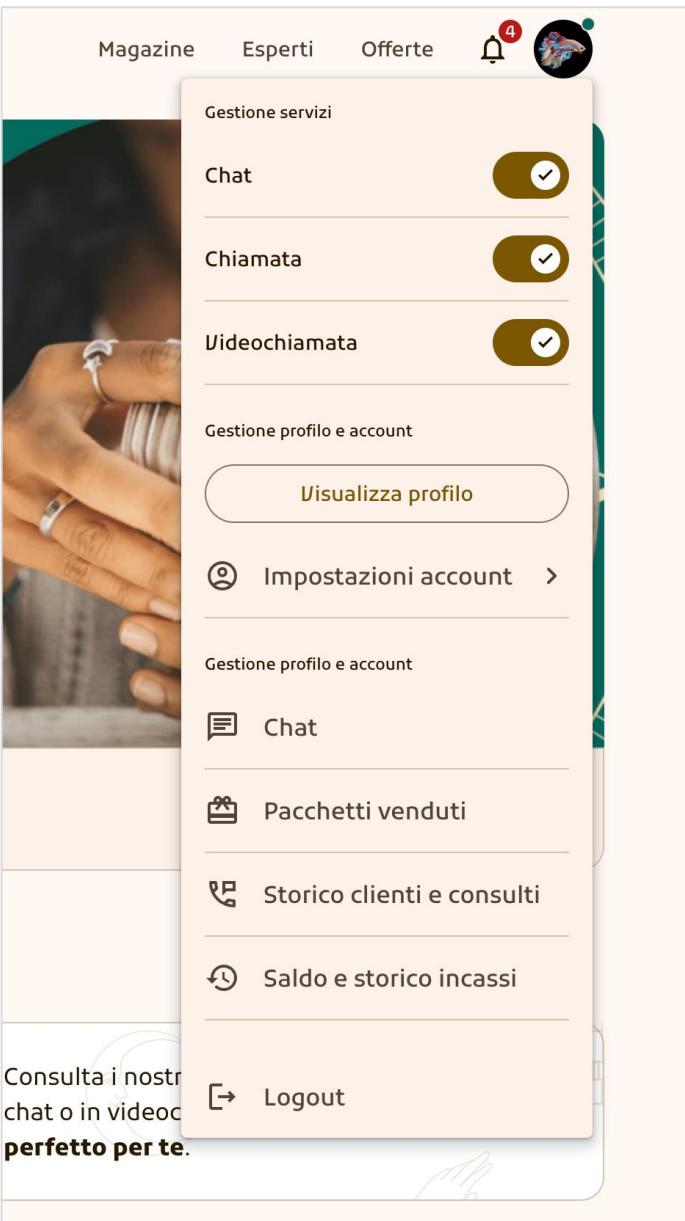
# Case study: Profetum.com



The screenshot shows the homepage of Profetum.com. At the top, there's a banner with a woman's hands holding a deck of cards. Below the banner, there are three boxes: 'Affidabile.' (reliable), 'Conveniente.' (convenient), and 'Sicuro.' (safe). The main section is titled 'Consulti di cartomanzia online' (online cartomancy consultations) and features a box for a free 5-minute registration. Below this, there's a section for 'Esperti in primo piano' (experts in the foreground) showing profiles for six experts: Erika, Rosella Falappa, Elisa, Aida Cartomante, Giona, and Sensitivo Francesco. Each profile includes a photo, name, expertise, rating, price per minute, and a 'Contatta ora' (contact now) button. At the bottom, there's a 'Mostra tutti' (show all) button.

- Profetum.com is a platform where experts in Cartomancy and Astrology can provide **online consultations** to their clients
- The system **enables** direct communication between the expert and their clients through a national SIP number or an online call center
- **Experts** can access the platform by **invitation only** (to ensure quality and reliability) and can set their own per-minute rate for online consultations
- Profetum applies a **commission on top** of the price set by the expert

# Case study: Profetum.com



Magazine Esperti Offerte  

Gestione servizi

- Chat 
- Chiamata 
- Videochiamata 

Gestione profilo e account

- [Visualizza profilo](#)
-  [Impostazioni account](#) >

Gestione profilo e account

-  [Chat](#)
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-  [Storico clienti e consulti](#)
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Consulta i nostri chat o in videochat o perfetto per te.

 [Logout](#)

Consultations can take place in 4 different modes:

- 1. Pay-per-use voice calls** (either by phone or directly online)
- 2. Pay-per-use video calls**
- 3. Fixed-price packages**
- 4. Chat sessions**



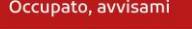
Valentina Indja Sibile  
Tarocchi · Ueggenza · Interpretazion...  
★ 8/10  235

40 anni di lunga carriera con studi approfonditi e con maestri altrettanto validi..

 Chiama ora  Primo consulto gratuito

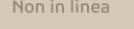
Valentina Indja Sibile  
Tarocchi · Ueggenza · Interpretazion...  
★ 8/10  235

40 anni di lunga carriera con studi approfonditi e con maestri altrettanto validi..

 Occupato, avvisami  Primo consulto gratuito

Valentina Indja Sibile  
Tarocchi · Ueggenza · Interpretazion...  
★ 8/10  235

40 anni di lunga carriera con studi approfonditi e con maestri altrettanto validi..

 Non in linea  Primo consulto gratuito

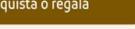


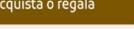
 -20%  
Yantra  
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Sciogliere i nodi

 -36%  
Teresa  
Corso di Sibille e Carte Napoletane

 80€ 100€  Acquista o regala

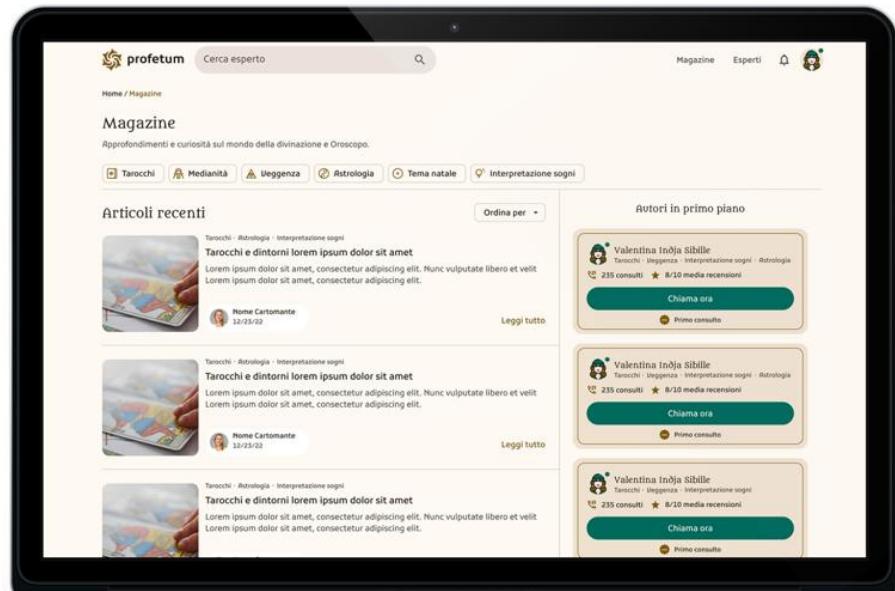
 40€ 65€  Acquista o regala

 100€ 135€  Acquista o regala

 125€ 195€  Acquista o regala

# Case study: Profetum.com

The website features a **blog curated by the experts**, allowing us to publish original weekly content and rank for a wide range of search keywords on Google



During a consultation, the **reader can access the client's personal profile**, reviewing notes and topics discussed in previous sessions.

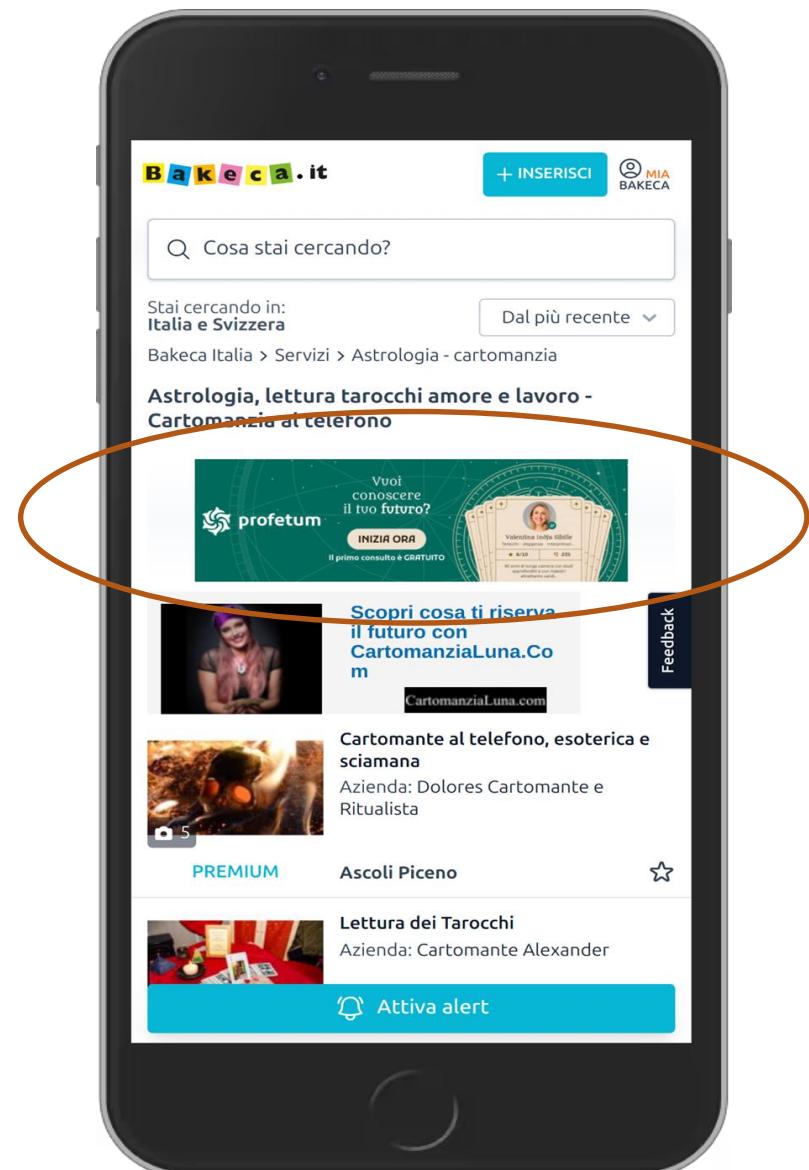
# Profetum.com: key success factors

- Intuitive interface on desktop and mobile:** Users can easily search, choose and call an expert, with clear pricing and ratings
- Gamification features:** Interactive tarot card games and daily horoscopes keep users engaged even when they're not booking a consultation
- Reward system:** Points and badges encourage loyalty, with rewards that unlock discounts or access to premium content
- Personalized dashboards:** Customers have a space to track their previous readings, favourite experts and progress on games or challenges



- **Kickoff in March 2023 → launched in October 2023:** Profetum went live two years ago, making it a young but fast-growing venture
- **€200 k revenue in the first year, €400 k second year:** A strong start for a new vertical, proving the willingness of users to pay for these services
- **As of today, approx 15k registered and verified users:** A growing community of people seeking spiritual guidance and entertainment
- **Approx 50k monthly organic visits:** Demonstrates the power of our existing SEO and brand to drive traffic at low cost
- **Average spend per paying user €300:** Indicates both customer willingness to pay and the potential lifetime value when retention is high

## Initial synergy w/Bakeca.it (traffic re-direct)

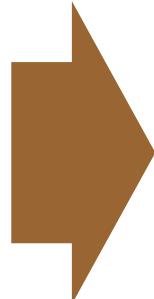


- **Target markets: Germany, France, UK, Spain, Brazil and USA**
  - These countries have high demand for spiritual services and cultural fit with our product
- **Localization of experts and content:** We are recruiting local experts to ensure relevance in each market
- **Paid acquisition, SEO and marketing automation:** We'll blend performance marketing with strong organic growth tactics to build awareness efficiently
- **Open to partnerships:** We welcome joint ventures with local classifieds or media partners; if any attendee is interested, let's connect!

# What's next?

The online expert consultation model can be applied to numerous sectors: a product of this kind, built on a **single underlying technology**, could be replicated at scale:

- both in Italy with Bakeca.it (traffic redirect)
- and in any other Country in collaboration with a local classified (joint ventures)



**Profetum Coach**  
Consulenze di coaching online  
Videoconsulti, chiamate e chat con esperti per raggiungere i tuoi obiettivi  
TROVA UN COACH

**Profetum Baby**  
Consulenze online per genitori e bambini  
Esperti qualificati per il benessere e la crescita dei più piccoli  
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**Articoli dal blog**  
Vita, Amore, Vita, Business, Consulenza

**Area di coaching**  
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**Articoli dal blog**  
Sonno, Alimentazione, Sviluppo, Educazione, Vedi tutto

**Area di consulenza**  
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**Come funziona**  
Trova un esperto, Ricerca online, Scegli il metodo e il orario, Inizia la consulenza

**Categorie di esperti**  
Legale, Fiscale, Tecnico, Aziendale, Consulenza

**Recensioni**  
Servizio professionale e molto utile! La consulenza online è stata chiara, puntuale e dettagliata.

## Key Takeaways

- 1. Leverage under-monetized traffic to build verticals:** Use your existing user base to test and grow new business models without paying acquisition costs → reduce dependence on a single category and build income across multiple sectors
- 2. Start small but aim for high-yield niches:** Select categories where customers are ready to pay and competition is low to achieve early wins → Higher valuation for Bakeca since new digital assets add value to the parent company and create optionality for future exits
- 3. Focus on engagement and retention:** Gamification, loyalty programs and curated experiences keep users coming back and spending more
- 4. Lean cost structure:** Prioritize opportunities that can achieve profitability quickly with low overheads
- 5. Plan for international expansion early:** Ensure your technology and team can scale across borders once the vertical gains traction

We invite CEOs and marketplace owners to collaborate with us and explore joint ventures



LET'S CONNECT!

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